

# Community Profile 2020

## Rochester, Minnesota MSA



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# Rochester MSA City Contacts

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## Overview

## Rochester MSA Population Count

The Rochester, Minnesota, Metropolitan Statistical Area (MSA) comprises Olmsted, Dodge, Fillmore, and Wabasha counties. Olmsted County includes the cities of Byron, Dover, Eyota, Oronoco, Rochester, Stewartville, and a portion of the cities of Chatfield and Pine Island. Dodge County includes the cities of Dodge Center, Kasson, Mantorville, Hayfield and Claremont. Wabasha County includes Wabasha, Lake City, Elgin, Mazeppa and Kellogg. Fillmore County includes the cities of Canton, portions of Chatfield, Fountain, Harmony, Lanesboro, Mabel, Ostrander, Peterson, Rushford, Spring Valley, Whalan and Wykoff. The Minnesota State Demographer's Office reported the 2019 population of the Rochester MSA at 224,357.

Located in the southeastern section of Minnesota, the Rochester MSA's strong diverse economy is built around health care, high technology, and agriculture.

For over 140 years, the city of Rochester has remained the regional center for industry and commerce in southeastern Minnesota. The transportation infrastructure in the MSA includes Interstate and U.S. highways, rail freight, and international air passenger and cargo facilities. The city of Rochester is 32,096.2 acres and 50.15 square miles while Olmsted County is 654.8 square miles and 419,093.4 acres.

The Rochester MSA continually ranks high in polls relating to quality of life and worker productivity. *Money* magazine reported that the city of Rochester "radiates cosmopolitan style without big city ills." The smaller cities surrounding Rochester represent rural living at its best. Whether you are searching for a new corporate home, a place to expand your business, or a new place to live, the Rochester MSA offers the finest in business climate, labor force, real estate, utilities, transportation, education, and quality of life.

While many significant events have occurred during the last 20 years testing the resiliency of the local economy, the net result has been that the Rochester area economy remains strong and viable. The economy here continues to grow at a pace faster than that of the state and nation as a whole.

### Olmsted County

<u>City</u>	<u>Population</u>
Byron	5,940
Chatfield (total pop. 2,858)	1,217 (part)
Dover	768
Eyota	1,978
Oronoco	1,522
Pine Island (total pop. 3,499)	807 (part)
Rochester	119,969
Stewartville	6,284
Rural Townships	21,941
<b>Total</b>	<b>160,427</b>

### Dodge County

<u>City</u>	<u>Population</u>
Claremont	535
Dodge Center	2,799
Hayfield	1,342
Kasson	6,549
Mantorville	1,221
West Concord	774
Rural Townships	7,723
<b>Total</b>	<b>20,943</b>

### Fillmore County

<u>City</u>	<u>Population</u>
Canton	346
Chatfield (total pop. 2,858)	1,698 (part)
Fountain	414
Harmony	1,019
Lanesboro	759
Mabel	766
Ostrander	249
Peterson	194
Preston	1,327
Rushford	1,769
Rushford Village	849
Spring Valley	2,496
Whalan	65
Wykoff	439
Rural Townships	8,670
<b>Total</b>	<b>21,060</b>

### Wabasha County

<u>City</u>	<u>Population</u>
Bellechester	39
Elgin	1,104
Hammond	114
Kellogg	448
Lake City (part)	4,322
Mazeppa	873
Millville	175
Minnieska (part)	59
Plainview	3,392
Wabasha	2,527
Zumbro Falls	204
Rural Townships & Other	8,670
<b>Total</b>	<b>21,927</b>

*Source: Minnesota Demographer's Office - August 2020*

# Basic Business Taxes

**Corporate Income Tax:** 9.8 percent

**Sales and Use Taxes:** Minnesota sales tax is 6.875 percent of gross receipts of retail sales, use, storage, or consumption of tangible personal property. There is no sales tax on new capital equipment used for manufacturing, fabricating, or refining a product. Replacement capital used for manufacturing, fabricating, or refining a product incurs no sales tax. A refund method is used to relieve tax burden.

The city of Rochester, Minnesota sales tax rate is 8.125%. Rochester currently has a .75 percent local sales tax and Olmsted County has a special district sales tax of .5. There are also state-imposed liquor, lodging, and rental taxes.

**For a complete listing of fees, go to:**  
[www.sos.state.mn.us](http://www.sos.state.mn.us)

## State of Minnesota Business Fee Schedule

<u>Business Entity</u>	<u>Registration Fee</u>
Assumed Name Certificate	\$50
Business, Corporation, Domestic	\$155
Limited Liability Companies	\$155
Business Corporation (Foreign)	\$220
Foreign Limited Liability Companies	\$205
Cooperatives - Articles of Incorporation	\$ 80
Non-Profit Corporations	\$ 90

**For further information, contact:**  
Minnesota Secretary of State (651) 296-2803  
[www.sos.state.mn.us](http://www.sos.state.mn.us)

# Business Development Incentives

All cities within the Rochester MSA, including Olmsted County, have access to development incentives from state and local sources. The primary development tools used at local governments disposal include Tax Increment Financing (TIF) and Industrial Development Revenue Bonds.

Rochester Area Economic Development, Inc. (RAEDI) administers the Rochester Economic Development Fund and the Southeastern Minnesota 504 Development, Inc. These funds are available for qualifying businesses who are relocating, expanding, or starting in the Rochester MSA.

**Rochester Economic Development Fund:** This provides funds for business development and business growth projects that facilitate growth and diversification of the local economy. EDF investments of up to \$250,000 are intended to be made in projects resulting in business investment, creation/retention of living wage jobs, and generation of property tax revenue thus facilitating growth of the local economy. The EDF will also leverage business financing provided by other private/public lenders. Contact RAEDI at (507) 288-0208 for more information.

**Southeastern Minnesota 504 Development, Inc.:** This certified SBA company provides assistance to expanding businesses through the SBA 504 Loan Program. The program provides up to 40% of project financing at a very competitive interest rate and term. The 504 Corporation, located in Rochester, can be reached at (507) 288-6442.

**Small Business Development Center Rochester (SBDC)** - offers at no cost, confidential consulting to help businesses in SE Minnesota identify, understand and overcome the challenges of starting a business, running a successful business, and developing exit strategies. SBDC provides the professional expertise and guidance that every small business owner needs to flourish in today's competitive and ever-changing business world. They do not lend money to small businesses, however they work with the business owners and financial institutions to prepare documentation that lenders require for business loans.

**Southeast Minnesota Capital Fund:** The fund, created by Rochester Area Economic Development, Inc. (RAEDI), and spearheaded by Journey to Growth (J2G), is funded by a group of angel investors who's goal is to help support the growing number of startup companies in the medical and technology fields and who have the potential to deliver significant returns. While not geographically limited, the primary investment focus of the fund will be the southeast Minnesota region.

**Southern Minnesota Initiative Foundation's Business Loan Program:** This program works in partnership with local lending institutions, economic development organizations and government agencies to help "fill the gap" between available and necessary financial resources. The program funds up to \$200,000 and targets economic development opportunities to 6 key areas including bioscience, renewable energy, food/agriculture, manufacturing, and healthcare. For more information, call 507-455-3215 or go to [www.smifoundation.org](http://www.smifoundation.org).

**Tax Increment Financing (TIF):** This is a method local governments use to pay for the costs of qualifying improvements necessary to create new development, redevelopment, or publicly assisted housing. The financing of the qualifying improvements is paid from the increased property taxes generated from the new development, redevelopment, or housing that would not occur "but for" such assistance. Tax increment is the difference between the existing property taxes on a parcel of land before development occurs and the increased property taxes created by the new development. The tax increment revenue is used by the local government for a term of years to assist the financing of qualifying projects.

# Business Development Incentives

**Industrial Development Revenue Bonds:** Cities and counties are authorized to issue industrial development bonds, commonly referred to as industrial revenue bonds or “IRBs”, for the purpose of “paying all or part of the cost of purchasing, acquiring, constructing, improving, equipping, or remodeling facilities for commercial and manufacturing purposes.” This financing tool is designed to provide a vehicle whereby local governments can assist private companies with economic development in their community.

**Launch Minnesota:** Launch Minnesota is an initiative spearheaded by Minnesota’s Department of Employment and Economic Development (DEED). The program exists to help grow Minnesota’s startup ecosystem. Launch Minnesota has several offerings to grow the innovation ecosystem, including: 1. series of Innovation grants for research and development, business liquidity, even childcare/housing assistance - to make it easier to get your startup off the ground. 2. An angel tax credit to incentivize investments from venture capitalists in Minnesota startups. 3. Education grants that empower community builders to train startups on critical skills in building a technology startups. You can find more detail on each of these offerings throughout the Launch Minnesota website at: <https://mn.gov/launchmn/+>

**The Minnesota Investment Fund:** This program assists expanding businesses in creating and retaining high quality jobs with an emphasis on manufacturing, technology, and professional service employment. Grants are awarded to local governments which, in turn, make loans for specific business projects or finance public infrastructure improvements.

**Minnesota Job Creation Fund:** This fund provides job creation awards of up to \$500,000 and capital investment rebates of up to \$500,000 for qualifying businesses. Businesses may apply through a local government where their new or expanding business will be located and must be primarily engaged in manufacturing, warehousing, distribution, IT, or other eligible activities. At a minimum, a business must:

1. Invest \$500,000 in real property improvements within one year of designation as a Job Creation Fund business; and,
2. Create 10 new full-time, permanent jobs within two years of designation as a Job Creation Fund Business; and,
3. Obtain a resolution of support from the local government where the business will be located.

For more information regarding incentives, companies looking to develop in the Rochester MSA should **contact Rochester Area Economic Development, Inc. (RAEDI) at (507) 288-0208.**

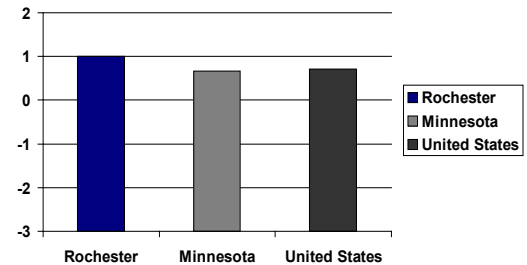


# Labor Force & Population

The labor force of the Rochester MSA is often misunderstood. At a first glance, the MSA draws qualified workers from 30 to 50 miles away. We have estimated that the true labor force willing to commute and work in the Rochester MSA is closer to 120,000 people. There are 45 two and four-year colleges within 90 miles of Rochester. Students from these institutions show a strong tendency of seeking employment after graduation within this region.

The Rochester MSA, historically, has maintained a steady rate of population growth. As a result, the labor force has continued to grow as well. The Rochester MSA, not unlike many upper Midwest cities of similar size, has experienced record low unemployment.

**Labor Force Growth Rates**  
Average Rate of Growth 2010-2019



From 2010-2019, the Rochester area's labor force grew 1.0 percent yearly while the U.S. and Minnesota's rates grew at .71 percent and .67 percent yearly.

*Sources:*

*Minnesota Dept. of Employment & Economic Development*

## SECTOR EMPLOYMENT Rochester MSA

	2015	2016	2017	2018	2019
<b>Total Non Farm</b>	116,778	119,142	120,868	122,552	123,963
<b>Goods Producing</b>	15,239	15,092	15,160	15,468	16,112
Manufacturing	10,863	10,638	10,568	10,756	11,210
Construction	4,376	4,455	4,592	4,712	4,918
<b>Service Providing</b>	101,539	104,050	105,709	107,084	107,836
Wholesale Trade	2,804	2,782	2,715	2,857	2,843
Retail Trade	12,395	12,566	12,371	12,297	12,704
Transportation	2,802	2,847	2,768	2,745	2,629
Information	1,993	1,915	1,890	1,700	1,599
Financial Activities	2,691	2,661	2,822	2,792	2,749
Prof/Business Serv	5,987	6,013	6,031	6,087	6,223
Educational/Health	46,012	48,069	49,275	49,275	49,275
Leisure/Hospitality	10,525	10,514	10,798	11,243	11,455
Other Services	3,790	3,978	3,930	3,792	3,713
Government	12,492	12,707	12,978	12,944	13,098

*Source: Minnesota Dept. of Employment & Economic Development*

## Population Rochester MSA

Year	Population	Median Age
1970	136,620	27.09
1980	148,540	29.15
1990	163,430	32.27
2000	185,170	35.86
2010	207,220	37.65
2020	223,150	38.77
2030	239,860	40.25
2040	255,470	40.26
2050	270,690	39.55

*Source:*

*Woods & Poole Economics 2019*

## UNEMPLOYMENT - SE MN COUNTIES Year-End 2019

	Labor Force	Number Employed	Number Unemployed	Percentage Unemployed	Comparable MN	U.S.
Dodge	12,066	11,604	462	3.8%	3.5%	3.4%
Fillmore	11,731	11,284	447	3.8%	3.5%	3.4%
Goodhue	27,425	26,485	940	3.4%	3.5%	3.4%
Houston	10,860	10,491	369	3.4%	3.5%	3.4%
Mower	20,638	19,991	647	3.1%	3.5%	3.4%
Olmsted	89,063	86,768	2,295	2.6%	3.5%	3.4%
Steele	20,652	19,933	719	3.5%	3.5%	3.4%
Wabasha	12,560	12,052	508	4.0%	3.5%	3.4%
Winona	29,107	28,249	858	2.9%	3.5%	3.4%

*Source: Minnesota Dept. of Employment & Economic Development*

For salary survey information for southeastern Minnesota, go to  
<http://www.raedi.com/doing-business-here/workforce.php>



# Major Employers in the Rochester MSA

Please note that this list is not all inclusive and represents a snapshot of business and industry in the Rochester area.

Minnesota is not a right-to-work state. Although organized labor is prevalent in the state of Minnesota, Rochester traditionally has lower union employment than other areas of the state. Besides the usual labor organizations representing hotels, teachers, nurses, construction, and government employees, very few employees are represented by organized labor. These numbers below reflect full and part-time employees. *Updated: 2020*

Estab.	Firm	Employees	Type of Business
1914	Mayo Clinic	36,330	Medical/Hospital
1858	Rochester Public Schools	2,873	Education Services
1911	IBM	2,791	Electronics/Computer
1868	City of Rochester	1,764	Local Government
1949	Olmsted Medical Center	1,346	Medical/Hospital Services
1855	Olmsted County	1,340	County Government
1970	McNeilus Truck & Manuf.	1,250	Mobile concrete mixers, garbage trucks
1993	Charter Communications	634	Fabricated Metal
1961	Crenlo	633	Cable Television/High Speed Internet
1994	Benchmark Electronics	540	Contract Mfg/Design/Engineering
1995	Cardinal of Minnesota	520	Res. Services/Dev. Disability
1915	RCTC	500	Post Secondary Education
1948	McNeilus Steel, Inc.	470	Steel Fabrication
1997	Reichel Foods	450	Refrigerated lunch & snacks
1984	Federal Medical Center	420	Corrections/Medical
1978	Halcon	400	Furniture Manufacturer
1922	Samaritan Bethany, Inc.	375	Health Care of the Aging
1928	Kemps	306	Food Processing
1961	Think Mutual Bank	292	Banking
1970	Pace Dairy	280	Food Processing
1976	Hiawatha Homes	278	Residential Services/Dev. Disabilities
1852	Rochester Catholic Schools	250	Education Services Meat Processor
1971	Rochester Meat Company	247	Meat Processor
1877	Rochester Post Office	225	Postal/Delivery Service
1956	Ability Building Center	235	Rehabilitation Services
1855	Wells Fargo	214	Banking
2003	Home Instead Senior Care	209	Home Care Services
1949	Seneca Foods	197	Food Processing
1912	Curtis 1000	195	Printing/Publishing
1934	Home Federal Savings Bank	181	Banking
1966	Zumbro Valley Mental Health	180	Human Services
1990	Geotek	180	Pultruded fiberglass products
1972	Families First of Minnesota	158	Child Care Oversight
1965	Lawrence Transportation Co.	150	Refrigerated over-the-road trucking
1972	Strongwell Corporation	150	Pultruded fiberglass products
1982	Superior Mechanical Systems	150	Air Conditioning, Refrigeration, Heating
1976	Harris Rochester Inc.	145	Mechanical Contractor
1972	Kerry Bio-Science	145	Food ingredients, bio & pharma ingredients
1964	Tuohy Furniture	130	Wood Office Furniture Manufacturer
1938	Pepsi-Cola Bottling Co.	103	Distribution Center
1921	Land O' Lakes	100	dried dairy products

# Counties Near Rochester MSA

## *Counties within 30 minutes of Rochester*

<u>Minnesota</u>	<u>Population</u>
Olmsted	158,293
Dodge	20,934

## *Counties within 45-60 minutes of Rochester*

<u>Minnesota</u>	<u>Population</u>
Dodge	20,934
Fillmore	21,067
Goodhue	46,340
Mower	40,062
Olmsted	158,293
Steele	36,649
Wabasha	21,627
Winona	50,484

<u>Iowa</u>	<u>Population</u>
Howard	9,158
Winneshiek	19,991

## *Counties within 75 minutes of Rochester*

<u>Minnesota</u>	<u>Population</u>
Dodge	20,934
Fillmore	21,067
Freeborn	30,281
Goodhue	46,340
Houston	18,600
Mower	40,062
Olmsted	158,293
Rice	66,972
Steele	36,649
Wabasha	21,627
Winona	50,484

<u>Iowa</u>	<u>Population</u>
Howard	9,158
Mitchell	10,586
Winneshiek	19,991

<u>Wisconsin</u>	<u>Population</u>
LaCrosse	118,016

## *Counties within 90 minutes of Rochester*

<u>Minnesota</u>	<u>Population</u>
Carver	105,089
Dakota	429,021
Dodge	20,934
Fillmore	21,067
Freeborn	30,281
Goodhue	46,340
Houston	18,600
Le Sueur	28,887
Mower	40,062
Olmsted	158,293
Rice	66,972
Scott	149,013
Steele	36,649
Wabasha	21,627
Waseca	18,612
Washington	262,440
Winona	50,484

<u>Iowa</u>	<u>Population</u>
Allamakee	13,687
Cerro Gordo	42,450
Chickasaw	11,933
Floyd	15,642
Howard	9,158
Mitchell	10,586
Winneshiek	19,991

<u>Wisconsin</u>	<u>Population</u>
Buffalo	13,031
LaCrosse	118,016
Pierce	42,754
Trempealeau	29,649

Total population within 30 minutes:	179,227
Total population within 45-60 minutes:	424,605
Total population within 75 minutes:	669,060
Total population within 90 minutes:	1,831,268

*Sources: U.S. Census Bureau  
July 2019*

# Natural Gas & Electrical Utilities

## Natural Gas Utilities

Throughout the Rochester MSA, natural gas service is provided by Minnesota Energy. Gas rates are available in the classifications of residential, commercial, small volume interruptible, large volume interruptible, and industrial firm. Small volume interruptible is defined as using less than 200 MCF per day. Large volume interruptible is defined as using more than 200 MCF per day. Very large volume and new development incentives are available.

**Minnesota Energy Contact:** Paul O'Sullivan, (507) 529-5117

## Electrical Utilities

The Rochester MSA is offered by the following electrical utilities. The city of Rochester operates its own utility, **Rochester Public Utilities (RPU)**, with power supplied by Southern Minnesota Municipal Power Agency (SMMPA) and its own generation plants. Other local communities within the Rochester MSA also have their own utility including the cities of Lanesboro, Preston, Spring Valley, and Kasson. <https://www.rpu.org/>

**Xcel Energy** provides electrical service for Byron and Pine Island, and **People's Energy Cooperative** provides electric service to nearly 19,000 members in six area counties including Dodge, Fillmore, Mower, Olmsted, Wabasha and Winona. <https://www.xcelenergy.com/>, <https://peoplesrec.com/>

**MiEnergy Cooperative** was formed in 2017 from the merger of Hawkeye REC and Tri-County Electric Cooperative. Hawkeye REC was founded in 1936 and since then the membership has covered a range of home, farm, business and commercial consumers in Chickasaw, Howard and Winneshiek counties in Iowa. Before the merger with Tri-County Electric Cooperative, HREC had about 6,700 electrical services.

Tri-County Electric Cooperative was founded in 1936 when power was not available to rural residents. Local citizens banded together to build lines going out to their homes and farms. For 80 years, TEC served three counties in Minnesota including Winona, Houston and Fillmore and parts of Olmsted and Mower counties and also served portions of Howard, Winneshiek and Allamakee counties in Iowa. Before the merger with Hawkeye REC, TEC had about 15,000 electrical services.

### PHONE NUMBERS FOR ELECTRICAL UTILITIES

**Rochester Public Utilities (RPU)**  
(507) 280-1500

**Xcel Energy**  
1-800-895-1999

**Peoples Energy Cooperative**  
(507) 367-7000

**MiEnergy Cooperative**  
(507) 864-7783 - Rushford, MN

# Transportation

The Rochester MSA serves as a regional transportation hub serving southeastern Minnesota, northern Iowa, and western Wisconsin with vital road, rail, and air service links to the entire nation and foreign destinations.

## Roadway

Traversing the entire Rochester MSA is east/west bound Interstate 90. In addition, three major U.S. highways intercept in Rochester. U.S. Highway 52 heads north to the Twin Cities and south to eastern Iowa. U.S. Highway 63 leads north towards northern Wisconsin and south to central Iowa. U.S. Highway 14 crosses the state of Minnesota to the west and enters Wisconsin at LaCrosse. In addition, there are many 10-ton secondary roads throughout the MSA.



## RAILROAD

Rochester is located on the east-west route of the Dakota Minnesota and Eastern (DM&E) railroad. Daily rail freight service is available in Rochester by the DM&E. The nearest Amtrak station is located in Winona, one hour (45 miles) east of Rochester. Several key development sites in Byron, Eyota, and Rochester are located on or near the main line or spurs.

The DM&E is willing to participate with economic development incentives for prospective businesses requiring rail service including spur development and car moving equipment.

## Air Transportation

The Rochester International Airport is located 7 miles south of Rochester in the heart of the Rochester MSA. The U.S. Customs Service maintains an office at the airport for both foreign passengers and cargo.

Three major airline carriers serve the Rochester International Airport. United Airlines and American Airlines flies all jet aircraft to and from Chicago daily, and Delta Air Lines flies all jet aircrafts to and from Minneapolis and Atlanta daily. Connection points for any other point of departure throughout the United States and the world can be made from these hubs. The passenger total for 2016 was 229,062.

### Rochester International Airport

Daily Departures: 12  
Runways: 2  
Runway 13/31 Length: 9,033 Feet  
Width #1: 150 Feet  
Strength #1: 300,000 DT  
Surface #1: Concrete Grooved  
Runway 02/20 Length: 7,300 Feet  
Width #2: 150 Feet

Strength #2: 300,000 DT  
Surface #2: Wire Combed  
Elevation: 1,317 MSL  
ARFF Rating: Index B  
Fuel Available: 100 LL Jet A  
FAA Control Tower: 5 am -11 pm  
Lighting: (MALSR; 2ILS  
Instruments VOR;  
Radar ASR; 4 PAPI; REIL on two runways; GPS overlay)

Federal Express currently has daily operations at the Rochester International Airport. RST has over 330,000 square feet of useable cargo ramp space. Future planned expansion areas include approximately 730,000 square feet of both building and ramp space for cargo operation.

Signature Flight Support, a full service Fixed Base Operator (FBO), provides services for corporate and general aviation aircraft.

The Rochester International Airport has a business center that includes a hotel, restaurant, event center, offices and additional space for future development.



# Education

## Rochester Area Post-Secondary & Post-Graduate Schools

<u>Name of Facility</u>	<u>Degree Program</u>	<u>2019-2020</u>
Rochester Community & Technical College	Full-time students Part-time students 2-year programs	2,661 3,233
University of MN - Rochester	Four-Year Degree & Post-Graduate Degree	1,000
Winona State University - Rochester <a href="http://www.winona.edu/rochester">www.winona.edu/rochester</a>	Four-Year Degree & Post-Graduate Degree	950

Source: UMR, Winona State-Rochester, RCTC

The Rochester area school districts have over 36,000 students enrolled in public elementary and secondary schools. In addition, there are several parochial schools in the MSA with combined enrollment of more than 3,900.

Post-secondary opportunities are available at the University Center Rochester (UCR). UCR is home to Winona State University - Rochester, St. Mary's, and Rochester Community and Technical College. UCR offers "one-stop shopping" with a broad range of high quality programs focusing on the needs of students and employers for workforce training, career growth and lifelong learning. For more information go to [www.roch.edu](http://www.roch.edu).

The University of Minnesota Rochester (UMR) is the newest campus of the University of Minnesota system having been formally established in December 2006 in Downtown Rochester. With over 35 academic programs available in Rochester, UMR provides graduate and undergraduate degrees, conducts research, and pursues outreach services focusing in the areas of health sciences and biotechnology while continuing its commitment to offer high quality academic programming in business, education, technology, public health, and social work.

To meet the increasing demand for highly trained health professionals, Mayo School of Health-Related Sciences has over 1,800 students enrolled annually in more than 133 MSHS programs representing 60 health sciences careers. For additional information, go to [www.mayo.edu/mshs/](http://www.mayo.edu/mshs/).

The state of Minnesota also provides funding for employers seeking to develop training programs specific to their business. Employers partner with Rochester Community and Technical College to develop the curriculum, and the training may be conducted at the school or workplace.

## Rochester MSA Public Schools 2019-2020 Enrollment

### DODGE COUNTY

District	Total
<u>Name</u>	<u>Enrollment</u>
Hayfield	690
Kasson/Mantorville	2,178
Triton	1,169

### FILLMORE COUNTY

District	Total
<u>Name</u>	<u>Enrollment</u>
Fillmore Central	641
Kingsland	557
Lanesboro	357
Mabel-Canton	264
Rushford-Peterson	656

### OLMSTED COUNTY

District	Total
<u>Name</u>	<u>Enrollment</u>
Byron	2,079
Chatfield	917
Dover-Eyota	1,124
Rochester	18,235
Rochester Beacon Academy	111
Rochester Math & Science	327
Rochester Stem Academy	113
Stewartville	2,122
Zumbro Education	164

### WABASHA COUNTY

District	Total
<u>Name</u>	<u>Enrollment</u>
Lake City	1,243
Plainview/Elgin	1,478
Wabasha/Kellogg	540
Zumbrota/Mazeppa	1,224

Source: Niche.com  
2020 Best Schools

# Gross Sales & Retail Sales

The Rochester MSA supports a tremendous number of visitors each year. Each year, Mayo Clinic sees over 1.3M people from all 50 states and 137 countries worldwide. Support services, especially retail stores, lodging, and restaurants benefit from these visitors. Below are tables that demonstrate the strength of the Rochester MSA economy.

## Olmsted County Gross Sales

<u>Industry</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Construction	\$ 270,814,902	\$ 408,339,971	\$ 412,607,603	\$ 496,882,839	\$ 481,687,520	\$ 525,441,705
Manufacturing	\$1,044,526,502	\$1,125,708,260	\$1,193,675,631	\$1,177,912,882	\$1,075,940,628	\$1,231,297,675
Wholesale	\$ 921,562,414	\$ 848,456,660	\$ 764,694,962	\$ 639,340,945	\$ 561,944,614	\$ 604,799,454
Retail	\$2,347,613,000	\$2,513,045,279	\$2,600,145,440	\$2,662,509,265	\$2,538,452,319	\$2,552,560,870
Lodging	\$ 110,334,730	\$ 123,450,784	\$ 128,201,073	\$ 138,196,658	\$ 143,187,403	\$ 147,473,684
Health Services	\$ 132,633,093	\$ 153,131,221	\$ 132,125,474	\$ 132,659,042	\$ 131,009,420	\$ 151,946,583
Total Sales	\$5,842,700,697	\$5,172,132,175	\$5,231,450,183	\$5,247,501,631	\$4,932,221,904	\$6,299,702,121

Source: Minnesota Department of Revenue, Sales and Use Tax Division

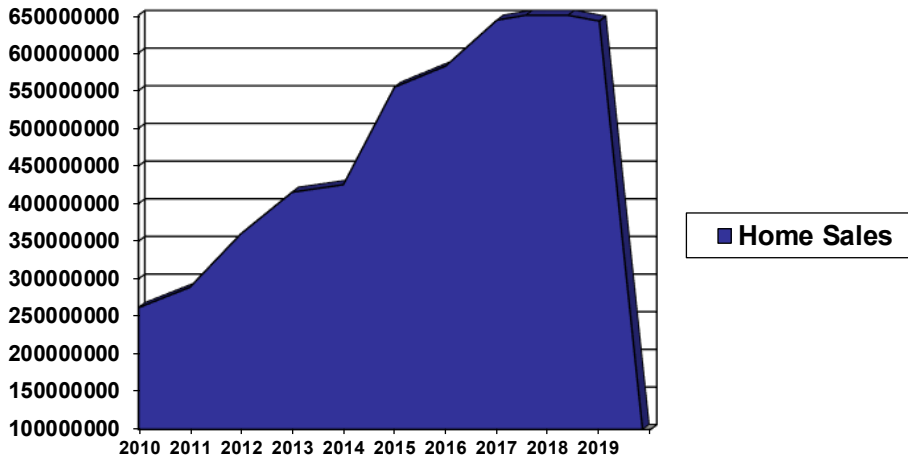
## City of Rochester Gross Retail Sales

<u>Retail Industry</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>
Vehicles, Parts	\$440,888,908	\$507,356,114	\$ 569,031,046	\$555,669,589	\$452,589,126	\$453,401,159
Furniture Stores	\$ 74,935,986	\$ 72,171,404	\$ 77,598,136	\$ 82,869,935	\$ 81,028,654	\$ 85,727,775
Electronics	\$ 54,271,807	\$ 51,582,901	\$ 54,385,954	\$ 62,691,141	\$ 65,918,734	\$ 63,934,976
Building Material	\$160,781,134	\$168,162,225	\$ 176,454,590	\$182,699,863	\$180,471,903	\$198,086,732
Food Beverage Store	\$305,225,251	\$308,737,514	\$ 313,600,784	\$326,141,996	\$336,276,791	\$241,636,782
Health, Personal	\$ 73,353,868	\$ 78,639,530	\$ 81,043,806	\$ 84,438,475	\$ 95,086,434	\$ 87,821,127
Gasoline Stations	\$192,847,186	\$194,426,164	\$ 176,903,354	\$149,379,961	\$141,636,449	\$157,004,736
Clothing, Accessory	\$124,212,481	\$121,978,940	\$ 122,570,103	\$114,592,769	\$112,222,779	\$105,208,092
Leisure Goods	\$ 78,055,709	\$ 80,205,041	\$ 78,595,630	\$100,420,318	\$103,166,146	\$ 93,384,137
General Merchandise	\$547,741,819	\$592,533,505	\$ 614,594,827	\$624,036,988	\$589,774,362	\$616,412,428
Misc. Store Retailer	\$ 85,315,236	\$ 91,489,202	\$ 90,391,572	\$ 88,268,091	\$ 91,222,989	\$ 84,642,206
Nonstore Retailers	\$ 9,514,917	\$ 12,231,976	\$ 11,547,768	\$ 8,136,692	\$ 8,859,531	\$ 9,490,741

Source: Minnesota Department of Revenue, Sales and Use Tax Division

# Housing

## Rochester Home Sales 2010-2019



## MLS Home Sales

*Multiple Listing Service*

2010	\$261,695,334
2011	\$288,693,713
2012	\$359,860,919
2013	\$415,066,440
2014	\$424,985,605
2015	\$554,558,045
2016	\$582,646,168
2017	\$643,577,434
2018	\$654,953,021
2019	\$643,225,281

*Total sales for the city of Rochester*

Source: SE MN Association of Realtors

## Median Sales Price For Homes in Rochester

<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
\$165,000	\$169,900	\$180,000	\$195,800
<u>2017</u>	<u>2018</u>	<u>2019</u>	
\$220,000	\$232,950	\$244,500	

Source: Southeast Minnesota Association of Realtors

## Housing Unit Construction

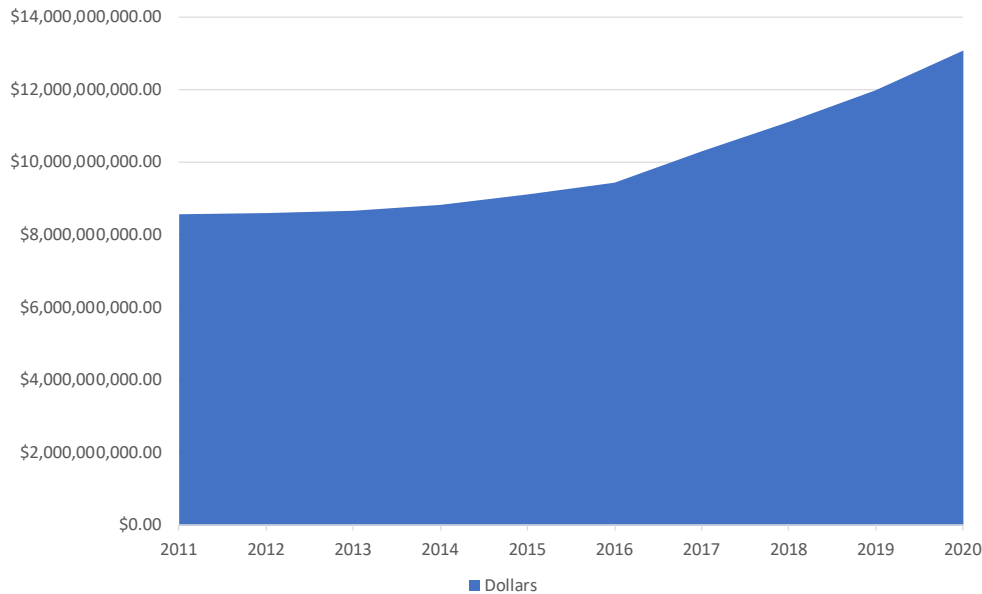
	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
Single Family Homes	200	208	299	326	323	364	416	429	346	289
Multi Family Units	142	183	119	60	124	1,156	981	613	1,068	519

Source: Rochester Building & Safety

# Assessed Market Property Values

## Assessed Market Value - Rochester

2011-2020 Assessed Market Property Values



*\*Market value assessed January 2 of one year and payable the next year.*

**Payable 2011**  
\$8,578,570,400

**Payable 2012**  
\$8,600,985,600

**Payable 2013**  
\$8,651,575,500

**Payable 2014**  
\$8,828,880,400

**Payable 2015**  
\$9,114,429,600

**Payable 2016**  
\$9,441,009,300

**Payable 2017**  
\$10,314,983,200

**Payable 2018**  
\$11,104,899,400

**Payable 2019**  
\$11,988,581,100

**Payable 2020**  
\$13,079,014,600



# Personal and Per Capita Income

## Total Personal Income

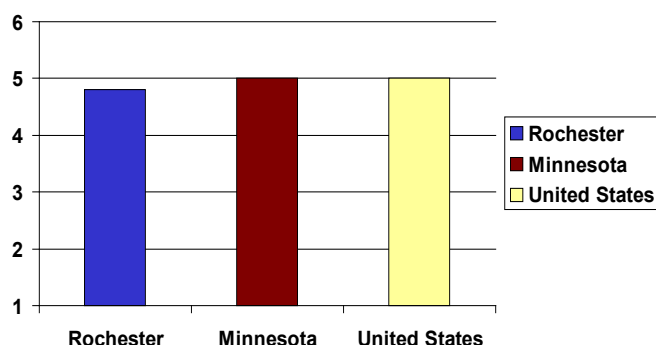
	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
<b>Rochester</b> (million)	\$8,226,700	\$8,825,700	\$9,148,400	\$9,654,000	\$9,660,600
<b>Minnesota</b> (million)	\$215,787,470	\$225,594,096	\$241,434,887	\$256,331,999	\$258,319,791
<b>United States</b> (billion)	\$12,051,307,000	\$12,541,995,000	\$13,315,478,000	\$13,998,383,000	\$14,175,503,000

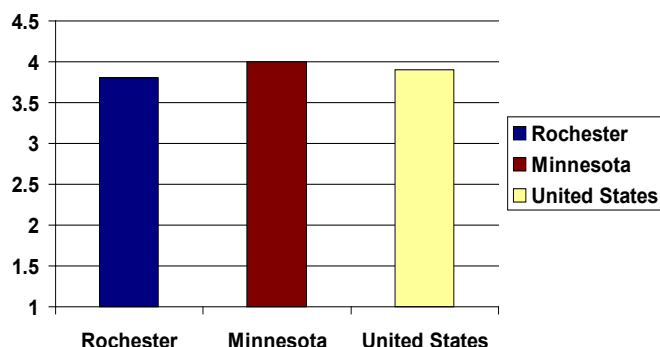
	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
<b>Rochester</b> (million)	\$10,032,600	\$10,396,400	\$10,702,200	\$11,100,900	\$12,160,015
<b>Minnesota</b> (million)	\$272,291,677	\$284,740,116	\$291,361,615	\$303,141,271	\$322,727,600
<b>United State</b> (billion)	\$14,983,140,000	\$15,711,634,000	\$16,115,630,000	\$16,820,250,000	\$18,082,800,000

Source: Bureau of Economic Analysis

**Total Personal Income**  
Average Rate of Growth 2009-2018



**Per Capita Income**  
Average Rate of Growth 2009-2018



## Per Capita Income 2009- 2018

	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
<b>Rochester</b>	\$40,053	\$42,698	\$44,043	\$46,221	\$45,867
<b>Minnesota</b>	\$41,015	\$42,606	\$45,349	\$47,859	\$47,993
<b>United States</b>	\$39,284	\$40,547	\$42,739	\$44,605	\$44,860

	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
<b>Rochester</b>	\$47,338	\$49,081	\$50,068	\$51,971	\$55,323
<b>Minnesota</b>	\$50,258	\$52,320	\$53,215	\$54,938	\$57,566
<b>United States</b>	\$47,071	\$48,974	\$49,890	\$51,910	\$54,526

Bureau of Economic Analysis